***Samsung***

1. Title page

2. What is Samsung? (What does your TNC do/make?)

* Samsung means 3 bright stars in Korean. Sam means 3 and Sung means bright star in Korean.
* Samsung electronics is the first company in Korea.
* It is 33rd most influential company in the world.
* Semiconductor sale is the best in the world.
* LCD monitor sale is the best in the world.

3. What does Samsung Make/do?

* It sales semiconductors, electronics, telephones, Home appliances and LCD Monitors.

4. (How much did your TNC make last year (earnings)? Are there any countries that did not make as much (GDP) as your TNC?)

* Samsung sold 1,500 billion dollars in 2010. (150 trillion won)
* Samsung profited 170billion dollars in 2010. (17 trillion won)
* Some countries from Middle East and japan are trade deficit country.

5. Graph of profit and sale (How much did your TNC make last year (earnings)? Are there any countries that did not make as much (GDP) as your TNC?)

* The graph is talking about Samsung’s profit and sale. The graph represents 2009 to 2011 summer. 1 means trillion won which is 10 billion dollars. Therefore, as see 2010, the profit is 4.41+5.01+ 4.86+ 3.01 = 17.29 trillion won. The sale is 34.64+ 37.89 + 40.23+ 41.87= 165.63 trillion won.

6. Effects of Samsung (Who is affected by your TNC in any other manner (i.e social, political)?

* 50 years ago, Korea was less developed country, and many countries helped us. However, as corporation grew such as Samsung, economy of Korea also grew and now Korea is an advanced nation.
* Samsung Corporation has found university for students in Korea and also establish donation program for many people.
* Samsung also advertises themselves to many different places such as JFK airport and by doing that they also introduce Korea.
* Samsung supports international festival such as Olympic and world cup.

7. Feeling about Samsung (How has your TNC branded itself? What are it’s customers supposed to think or feel when they think about the TNC? Don’t just focus on a logo.)

* Nowadays, people can easily see the advertisement of Samsung smart phone such as Galaxy S and LCD TV. Therefore, if they think about Samsung, they probably think about the advertisements.
* Lots of Samsung products have clear design as well as logo.

8. Is Samsung benefit? (**Is your TNC of benefit to most people? Why?)**

Samsung is Benefit Corporation to most people, because of the reasons below.

* Environment:

1. All Samsung mobile phones and MP3 players introduced on the market after April 2010 are free from polyvinyl chloride (PVC) and brominated flame retardants (BFRs).
2. Samsung Corporation is listed in Greenpeace’s Guide to Greener Electronics in October 2010.

* Consumer

1. Samsung made products easy to use
2. The service of Samsung is really good; some people could fix their products only one day.
3. Samsung Corporation made a lot of new types of electronics such as touch phone, and LED TVs.

* Employee

1. Lots of companies have labor unions. On the other hand, because of good wages and intracompany welfare, there is no labor union in Samsung Cooperation.

8. Bibliography

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